

WHAT IS CLAIMED IS:

1. An electronic article surveillance assembly comprising a housing containing an electronic article surveillance marker, said housing defining a viewability channel extending between opposed first and second exterior surfaces of said housing, said electronic article surveillance marker being disposed aside said viewability channel.

2. The electronic article surveillance assembly claimed in claim 1, wherein said housing defines a first opening extending through said first exterior surface, a second opening extending through said second exterior surface, said housing defining a passage communicating with said first and second openings, said viewability channel being constituted by said first opening, said passage and said second opening.

3. The electronic article surveillance assembly claimed in claim 2, wherein said housing defines interior structure at least in part bounding said passage and extending contiguously from said first exterior surface.

4. The electronic article surveillance assembly claimed in claim 3, wherein said housing interior structure is recessed relative to said second exterior surface.

5. The electronic article surveillance assembly claimed in claim 4, wherein said housing defines retention means for securing an article of manufacture to said housing, said retention means being disposed in said housing adjacent said second exterior surface and in registry with the recess between said housing interior structure and said second exterior surface.

6. The electronic article surveillance assembly claimed in claim 5, wherein said retention means comprises a plurality of retaining elements extending interiorly of said housing from a periphery of said housing.

7. The electronic article surveillance assembly claimed in claim 5, wherein said retention means comprises an adhesive extending interiorly of said housing from a periphery of said housing.

8. The electronic article surveillance assembly claimed in claim 5, wherein said retention means comprises a plurality of retaining elements and an adhesive extending interiorly of said housing from a periphery of said housing.

9. In combination:

(a) an article of manufacture; and

(b) an electronic article surveillance assembly comprising a housing containing an electronic article surveillance marker, said housing defining a viewability channel extending between opposed first and second exterior surfaces of said housing, said electronic article surveillance marker being disposed aside said viewability channel,

said article of manufacture having a bottom portion thereof disposed in said housing in registry with said viewability channel.

10. The invention claimed in claim 9, wherein said housing defines a first opening extending through said first exterior surface, a second opening extending through said second exterior surface, said housing defining a passage communicating with said first and second openings, said viewability channel being constituted by said first opening, said passage and said second opening.

11. The invention claimed in claim 10, wherein said housing defines interior structure at least in part bounding said passage and extending contiguously from said first exterior surface.

12. The invention claimed in claim 11, wherein said housing interior structure is

recessed relative to said second exterior surface, bottom portion of said article of manufacture being resident in such recess and exteriorly bounded by said housing.

13. The invention claimed in claim 12, wherein said housing defines retention means for securing said bottom portion of said article of manufacture to said housing, said retention means being disposed in said housing adjacent said second exterior surface and in registry with the recess between said housing interior structure and said second exterior surface.

14. The invention claimed in claim 13, wherein said retention means comprises a plurality of retaining elements extending interiorly of said housing from a periphery of said housing.

15. The invention claimed in claim 14, wherein said retention means comprises an adhesive extending interiorly of said housing from a periphery of said housing.

16. The invention claimed in claim 15, wherein said retention means comprises a plurality of retaining elements and an adhesive extending interiorly of said housing from a periphery of said housing.